

Ideation Phase

Define the Problem Statements

Date	11 February 2026
Team ID	LTVIP2026TMIDS50285
Project Name	ShopSmart: Your Digital Grocery Store Experience
Maximum Marks	2 Marks

Customer Problem Statement Template:

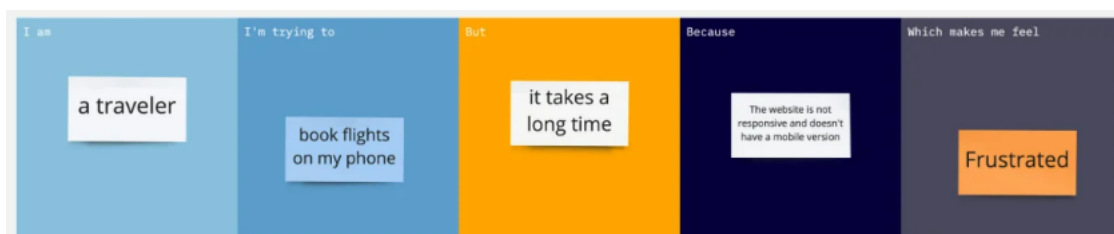
Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
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PS-1	A customer who needs daily groceries	Buy groceries easily and quickly	I spend too much time in stores and queues	There is no simple and convenient shopping option	Tired and frustrated
PS-2	A customer who prefers online shopping	Find a reliable platform to buy groceries	Many websites are complicated and confusing	They are not user-friendly and lack proper organization	Confused and hesitant to place orders